Greetings. I'm writing this rather lengthy message to follow up on your indication of interest in participating in the inaugural Student Radio Cybercast at the National College Media Convention in late October. As a first effort, I am impressed by the number and geographic diversity of the schools that wish to participate.

The Cybercast will originate from the exhibit space at the convention, so live broadcast hours are very restricted. Because a total of eight schools have expressed interest, scheduling becomes a difficult issue. The primary purpose of this message is to begin the process of setting the schedule. Assuming that each station will be retransmitting its Cybercast performance on the home station, you'll want to review the Cybercast schedule below with your individual local programming in mind.

The Cybercast schedule consists of two-hour blocks of time. In order to accommodate all of the schools that have expressed interest I have had to eliminate "dead" time between each live time block. We will therefore need your cooperation to ensure the transition between schools goes as smoothly as possible. If you do not intend to utilize an entire two-hour time block, please let me know as soon as possible so we can adjust our planning accordingly. The early time blocks would be best for stations from Eastern and Central time zones.

I have provided one conditional broadcast block for late afternoon Wednesday. Registration is just getting underway and the exhibitors are just getting settled at that time. This block will only be necessary in order to accommodate eight participants; we will not utilize this block if someone drops out.

Planning Considerations:

The Student Radio Cybercast is intended to highlight the diversity that is college broadcasting. In planning your broadcast I encourage you to demonstrate aspects that you consider to be special about your particular station. At the same time, it would be best to "connect" your broadcast to New Orleans and/or the convention; you should communicate the reason you are broadcasting from this city/convention to your audience on the exhibit floor, on the Internet, and back home.

For the Cybercast to reach its full potential, it is important that the majority of participants also commit to carrying the broadcast live on their home station. A wideband Internet stream from the exhibit hall is being provided by LPB and BBGWeb.net. Although not strictly "broadcast quality," if you have access to a wideband connection at your studio this transmission should provide quality sufficient to be fed directly to your air signal--this is, after all, a remote broadcast! Take advantage of this great promotional opportunity; how many times will you be able to feed your station a live remote broadcast from the Big Easy? Scheduling priority will be given to those participants committing to carrying their program live on their home station. We will provide the URL to the stream at a later time.

Two-way communication from the exhibit floor will be virtually non-existent. You should therefore plan your program sufficiently so operators back home know what to expect. You might also have to get creative in planning that "last mile" of transmission if you will be relying on a wideband connection located on your campus someplace other than your studio.

LPB will be providing basic equipment (console, mics, CDs, DAT, MD). If you have other equipment requests, let me know as soon as possible so I can explore the possibilities with John Devecka.

Producers are responsible for supplying their own music recordings (CD, DAT, or MD) and providing their own talent (2 maximum on mic). You are welcomed to have other station personnel in the vicinity, but I recommend keeping the number of people actively engaged in the broadcast at a minimum to reduce confusion.

Wear your station shirts. Bring a station banner. Pass out your station bumper stickers or other goodies.

Otherwise, your programming block is yours to do with as you please. My only role in this endeavor is to facilitate the scheduling of the broadcasts and the coordination with the equipment suppliers. I am personally scheduled for four panel presentations at the conference so my availability on-site will be very limited.

<< Cut and paste this section only and return it to me before Sept. 12th >>

Participant Survey:

1. Station/school:

2. Times/Days (Mark your first three preferences, by number):

____ Wednesday, Oct. 24, 5-7 p.m. Central Time

____ Thursday, Oct. 25, 9-11 a.m. Central Time

____ Thursday, Oct. 25, 11 a.m.-1 p.m. Central Time

____ Thursday, Oct. 25, 1-3 p.m. Central Time

____ Thursday, Oct. 25, 3-5 p.m. Central Time

____ Friday, Oct. 26, 9-11 a.m. Central Time

____ Friday, Oct. 26, 11 a.m.-1 p.m. Central Time

____ Friday, Oct. 25, 1-3 p.m. Central Time

3. Will you be simulcasting your program on your home station?

____ Yes

____ No

____ I'll have to get back with you on that

4. Description of program (and program name, if any):

5. Talent name(s):

6. Special equipment requests:

7. Other remarks:

<< End of Participant Survey >>

Conclusion:

I hope I have provided you with enough information for you to begin your planning. Let me know if there is anything else you need to know. Again, if in the time since you indicated your interest you have decided not to participate, let me know as soon as possible so I can effectively coordinate with the remaining stations.

I will be away at the NAB Radio Show from Sept. 5-7, so I might not be able to immediately respond to any inquiries. I'll get back with everyone once I have received feedback through the surveys.

Key Contacts:

John Devecka
[redacted]
LPB Communications, Inc. (Equipment supplier)

Ann Akers
[redacted]
ACP Exhibit Hall Chair

Dan Knight
[redacted]
CMA Broadcast Committee Chair

Ron Spielberger
[redacted]

CMA Executive Director

The Stations:

Mike Camarillo
[redacted]
KAMP - University of Arizona
Tucson, AZ

Ryan B. Lewis
[redacted]
KCSU - Colorado State University
Fort Collins, CO

Jay Hartwell (Adviser)
[redacted]
Lori Ann Saeki (G.M.)
[redacted]
KTUH - University of Hawai`i at Manoa
Honolulu, HI

Grant Olsen
[redacted]
KURE - Iowa State University
Ames, IA

Brandon Grandbouche
[redacted]
KLSU - Louisiana State University
Baton Rouge, LA

Toni Terrett
[redacted]
Alcorn State University
Alcorn State, MS

Brad Nason
[redacted]
WPTC - PA College of Technology
Williamsport, PA

Rachel Bulla
[redacted]
KTSW - Southwest Texas State University
San Marcos, TX